



A STUDY ON PERCEPTION OF CONSUMERS TOWARDS BRANDS OF MOBILE HANDSETS

Rupam Ojha

Assistant Professor, Sabarmati University, Gujarat, India.

ABSTRACT

The mobile handsets industry in India is one of the fastest growing and competitive industries in India. Increasing competition in the mobile handsets industry has put pressure on mobile handset companies to absorb customers and empower consumers. As more and more advances are made in the technology of mobile phones, other high ranking users are seen in the eyes of others. Many people in this world believe that their mobile phones seem to be a fashion statement. It says something about the owner, like the owner's clothes. Advertising has a primary and powerful effect on consumers' purchasing behavior. With the growth of the mobile handsets industry in India, the need for effective advertising has increased. The main objective of this study is to examine the effect of advertising on consumer purchasing behavior and the effect of prices, features, quality and brand name on consumer purchasing behavior. A structured questionnaire has been designed and used to collect data. For this research, the researcher chosen the simple random sampling, where the respondents were potential consumers located in Ahmedabad.

KEYWORDS: Customer perception, Mobile Handsets, Advertising

1. INTRODUCTION:

In everyday life, devices and system based on mobile technologies have become a common in most countries. Now a day's mobile has replaced many things in the life of human being. It is used as personal organizer or personal assistant. The rapid adaption of cellular phones shows that large parts of the population have accepted the technology very quickly. Advertising research has shown that the effects of ads activities are influenced by the attitude towards an ads message the advertising company. Advertisements are mainly derived from the traditional marketing concept.

Aim of this research is to study the motives that influence consumer behavior and to find the relative importance of the various factors that influence the purchase decision of a mobile phone. In the present age all the users compare different models of mobiles on the different online platforms or specialized web sites. Pre-buying search is playing very important role in selection of the brand. Various companies offering mobile phones endorses their brand through celebrities.

Marketers have to understand the buying behavior of consumers while designing their advertisements for the desired impact. Advertisements play an essential role in creating an image of a product in the minds of consumers. Advertisements must be catchy and communicate relevant information to consumers.

2. RESEARCH OBJECTIVE:

1. To find out the factors influencing consumer's buying behavior
2. To identify how consumers are influenced to purchase mobile handsets
3. To know the factors consider in selection of a mobile handsets

3. RESEARCH METHODOLOGY:

The entire research was conducted based on convenience sample of Mobile Handsets consumers in Ahmedabad by using a questionnaire survey.

3.1 Sample Size:

100 respondents were surveyed for this study and data collection was based on close-ended. The researcher used convenience sampling method in data collection.

3.2 Tools for Analysis:

There are many techniques which may be used for analyzing the customers' buying behavior. The researcher used SPSS packages with percentages, and chi-square.

4. LITERATURE REVIEW:

Urry (2007) stated that facilitating family or friend coordination and intensifying social interaction are the crucial Factors for using a mobile phone.

Castells et al., (2007) "obtaining a mobile phone is a milestone that indicates success, not only financially but also culturally in term of the Integration within society". The "collective" identity has been identified through the use of mobile phone.

Srivastava (2005) stated that the mobile phone has shifted from being a 'techno-

logical object' to a key 'Social object' as communication with others is the main purpose for mobile phone purchasing.

Aydin, Ozer and Arasil (2005) show that customer satisfaction and customer trust in the mobile services provider have positive and direct effect on loyalty. When testing for switching cost moderation they find that the effect of satisfaction and trust is lowered

Rauch, (2005) Mobile phone usage has resulted in greater electronic interactions between friends and family at the expense of face to face interaction which have been dramatically reduced. Consequently, it could be proposed that mobile phones are changing individual cultural norms and values.

Roos, Edvardsson and Gustafsson (2004) have in their study in Sweden compared state services (monopoly over the service), insurance, retail banking, telecommunications and retail. Based on the proposed trigger theory they test for the situational trigger, relational trigger and influence trigger. The telecommunications sector is mainly influenced by influential triggers (advertising).

Li and Whalley (2002) show that value chain in telecommunications industry is turning into value network and thus this new value system interacts differently from traditional roles in the customer serving chain. This study departs from conceptualization of marketing as exchanges and the consumption system approach defined by Mittal, Kumar and Tsikos (1999) as an offering characterized by a significant product and a service subsystem. In their study of consumption of such a system they showed that there exists a crossover effect of product and service in temporal evaluations and that these effects are asymmetrical.

Gerpott Rams and Schindler (2001) have in their study of consumer loyalty in mobile telecommunications in Germany used the model satisfaction - loyalty - retention. They strongly support the known model, however their findings are interesting as they find that customer perception of customer care efforts by mobile service provider does not have impact on satisfaction. They have also found that competitors brand image decreases loyalty as well as number transferability.

Marquardt (1999) has claimed that mobile phones affect social relationships and this is disintegration of communities.

Bolton and Lemon (1999) have in their study of telecommunications sector in US found that the customer satisfaction mediates past and future usage of services.

Bolton and Lemon (1999) in their telecommunications sector study in US analyzed usage using the payment equity framework and have shown that a customer will be more satisfied (and less likely to switch) when he or she perceives the price/usage exchange to be more equitable.

5. DATA ANALYSIS:**5.1 Frequency Analysis**

Variable	Frequency	Percentage (%)
Age		
21 - 25 years	60	60
26 - 30 years	18	18
31 - 39 years	12	12
40 - 49 years	6	6
50 years and above	4	4
Gender		
Male	50	50
Female	50	50
Race		
Gujarati	92	92
Non-Gujarati	6	6
NRI	2	2
Marital Status		
Single	62	62
Married	37	37
Widowed / Divorced	1	1
Education		
SPM	22	22
STPM	8	8
Diploma	16	16
Degree	50	50
Master	3	3
Others	1	1
Monthly Income		
Rs 10000 and below	47	47
10001 - 15000 Rs	25	25
15001 - 25000 Rs	11	11
25001 - 35000 Rs	6	6
35001 - 45000 Rs	4	4
Rs 45000 and above	7	7
Occupation		
Government	50	50
Private	14	14
Students	35	35
Unemployed	1	1

Out of the 100 respondents, majority of the 60 respondents were aged between 21-25 years old (60%), 18 respondents were aged between 26-30 years old (18%), 12 of the respondents were aged between 31-39 years (12%), 6 respondents were aged between 40-49 years and 4 respondents (4%) were aged 50 years and above. The result also showed that 50% of the respondents were male with 50% being female. In the 'race' criteria, 92 respondents were Gujarati (92%), 6 respondents were Non-Gujarati (6%) and the balance (2%) were NRI races. In terms of marital status, 62 respondents were single (62%), 37 were married (37%) and under the widowed / divorced category was 1% (1 respondent). In the field of "Education", 50 respondents obtained a first degree (50%), 22 respondents had a SPM level (22%) qualification, Diploma level was 16 respondents (16%), 8 respondents had attained STPM level (8%), for a Master's degree only 8 respondents (8%) and lastly other education levels was represented by 1 respondent (1%). For the monthly income, a total of 47 respondents earned Rs 10000 and below (47%) and there were 25 respondents with monthly income ranging from 10001 - 15000 Rs (25%), 11 respondents had monthly income between 15001 - 25000 Rs, 7 respondents earned Rs 45000 and above (7%), 6 respondents earned between 25001 - 35000 Rs and lastly there were 4 respondents (9%) earning between 35001 - 45000 Rs. As for profession, the majority of respondents were working in the government sector, totalling 50 respondents (50%), followed by students with 35 respondents (35%). The private sectors comprised 14 respondents (14%) and 1 respondent was unemployed (1%).

5.2 Reliability Analysis:

Variables	No of Items	Cronbach Alpha	Indicator
Brand Loyalty	5	0.788	Acceptable
Price	5	0.662	Acceptable
Quality	5	0.795	Acceptable
Social Influence	5	0.681	Acceptable
Mobile Features	5	0.834	Good

A reliability analysis is used to find and measure the goodness of all data. Reliability analysis is often used to ensure that all items used in each variable are free from errors and thus could provide a consistent result for the research. In this study, the Cronbach's coefficients alpha values for all factors that ranged from 0.662 to 0.837 indicated good and acceptable inter-item consistency for each factor. In Table 4.3, it showed the reliability analysis test results of the variables and the Cronbach's alpha for each variable. The coefficients for Brand Loyalty was 0.788, followed by Price (0.662), Quality (0.795), Social Influence (0.681) and lastly Mobile Features (0.834). There were three cut-off points for reliability, i.e. Poor (0.6 and below), Acceptable (0.7) and Good (0.8 and above).

6. SUGGESTION:

1. More advertisement should be given, so that the consumers will come to know about new features of the Mobile handsets.
2. Companies should survey market in terms of pricing of the Mobile Handsets
3. Companies should spend more to maintain the brand name of the company

7. CONCLUSION:

Under the influence of brand loyalty, consumers would continue to buy the brand, regardless of the superior features, prices or convenience offered by its competitors. The more loyal the consumers are towards the brand, the less vulnerable the customers' base would be. Consumers' with high brand loyalty are willing to pay a premium price for their favoured brand, so, their purchase intention is not easily affected by price (Yee and Sidek, 2008). But unfortunately by referring to the result of this present study, this hypothesis has been rejected. It can be concluded that Quality has relation with the consumer's buying behaviour. Not all people (especially people in Kangar) will purchase mobile phones based on the features.

REFERENCES:

- I. Aydin, S., Ozer, G. and Arasil, O. (2005). Customer Loyalty and the effect of switching cost as a moderator variable: A case in the Turkish mobile phone market, *Marketing Intelligence & Planning*, Vol. 23, No.1., 2005.
- II. Castells, M., M. Fernandez-Ardevol, B.J.L.A. Qui A. Sey.(2007). *Mobile Communication and Society: A Global Perspective*. The MIT Press, England.
- III. Gerpott, T.J., Rams, W. In Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market, *Telecommunications Policy*, 25 (2001), 249-269.
- IV. Li, F. in Whalley, J. (2002), Deconstruction of the telecommunications industry: from value chains to value networks, *Telecommunications Policy* 26 (2002), 451-472.
- V. Mittal, V. and Kamakura, W. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effects of Customer Characteristics, *Journal of Marketing Research*, 38 (February), 131-42
- VI. Roos, I., Edvardsson, B. in Gustafsson, A. (2004). Customer Switching Patterns in Competitive and Noncompetitive Service Industries, *Journal of Service Research*, Volume 6, No.3, February 2004, 256-271.
- VII. Srivastava, L. (2005). Mobile Phones and the evolution of social behaviour. *Behav. Inform. Technol.*, 24: 111-129.
- VIII. Urry, J., (2007). *Motilities*. Polity Press, Cambridge.